



**Safe Communities Northumberland County  
2018 – 2020 Strategic Plan**

Safe Communities Northumberland County (SCN) vision is to make Northumberland County the safest and healthiest place to live, learn, work, and play. We recognize that it is through the strength of our diverse partnership that we can make the greatest impact on our community and reduce the rate of injuries. As identified through our priority setting activities and confirmed in our Strategic Plan (2018-2020) we will work together to address the injury categories of: Falls, On and Off-Road injuries, and Self-Harm Interpersonal Violence by using a comprehensive approach.

In order to establish this strategic plan a gap analysis, SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis and priority discussion was had with our community partners. This process identified what we were doing well, where we could improve and ways that we could approach our work to be more impactful.

The following shows the direction that Safe Communities will go moving forward.





To that end, we will ensure our planning and activities reflect the following pillars:

- Pillar 1. **Partnering for better outcomes.** *Collaboration is key:* activities related to collaboration, including new inter-agency relationships resulting in new training and delivery of information to the community and supporting agencies.
- Pillar 2. **Preventing Injury.** *Promotion of Injury Prevention:* activities (education, training and awareness) will focus on demonstrating and modelling of behaviours that demonstrate better choices and promote behaviours that will foster health and save lives for all in our community.
- Pillar 3. **Providing barrier free access.** *Training, Professional Development and Community Engagement:* activities intended to ensure appropriate initial & ongoing education and training to community, professionals/ para-professionals required to better respond to the needs of our community. This along with ensuring our activities are low or no cost will ensure that we address the barriers through a collaborative response.
- Pillar 4. **Promote resiliency and well-being.** *Knowledge Translation and Exchange:* activities intended to influence our community and reduce harm. Activities include promotion of injury prevention materials and guidelines, promising practices, knowledge translation, knowledge transfer and mentoring.

The new planning tool that has been developed will include outputs and outcomes that will ensure we are capturing the impact of our work and that evaluation is built into every initiative that we do.

Our priorities for 2018 and beyond will include:

- Brighten Up!
- Bridging the Gap Series
- Expo 2018 and 2020
- Be Safe App
- Assist Training
- WWIN (Workplace Wellness in Northumberland)

Other initiatives will be considered on an ongoing basis using the workplan template. This will allow us to be responsive to community needs as they change.

Our model reflects how the environments, pillars, and process we will use to ensure we are meeting our communities needs with the greatest impact.



Moving forward this plan will assist us in securing sustainable funding, ensure a comprehensive communications plan is developed to meet our needs and will provide us with a framework that truly positively impact our community.